



Barnes & Noble
COLLEGE

2022

MEDIA KIT





As curators of the college experience, Barnes & Noble College excels at placing brands within the context of college life. Our location at the heart of campus and trusted university relationships allow us to connect to over 11 million students, parents, and alumni nationwide.

Our deep insights and extensive experience in the college market allow us to deliver customized, on-target marketing programs that connect students with the brands and products they value most.



ACTIVATE WITH THE MOST EFFICIENT & EFFECTIVE GEN Z MEDIA SOLUTION

Through Z360®, our comprehensive approach to engaging with the Gen Z market, we seamlessly connect brands with students throughout their college experience. By leveraging the power and exclusive access of our media platform, your brand can authentically connect with Gen Z college students, parents, and alumni.

OUR AUDIENCE

Gen Z, the group born 1996 or later, is now the generation that is 24 years old and younger. They are a generation like no other with over [\\$143 billion in spending power](#).

Their social currency matches their financial spending ability, making them your target audience of future brand loyalists.



Unprecedented Access
to the Most Coveted
Consumers in the Country

770+

On campus locations

11MM+

College students, parents and alumni nationwide

They are vocal about brands.

They will praise brands they love and share their favorites with their social circles.

They choose brands that align with their values.

They seek out brands that provide quality, are authentic, and enrich their lives and the lives of others.

They are lifestyle driven.

They want shopping experiences that are as unique as they are, looking for brands to inspire them with curated collections and products.

They are omni-channel shoppers.

They are avid online shoppers, yet value personal interactions and in-person shopping experiences, like events and unique retail pop-ups.

They want instant gratification.

If they see it and like it, they will buy it. They seek the latest products in an effort to stay on trend.

COLLEGE PARENTS AND ALUMNI

Extend your brand reach to other segments within the college sphere – parents and alumni – each with tremendous influence and spending power of their own.

BY THE NUMBERS

770+

Campus retail locations across the country



88MM+

Annual visitors across **770+ on campus stores**, including students, parents and alumni



11MM+

Sampling and collateral distribution opportunities



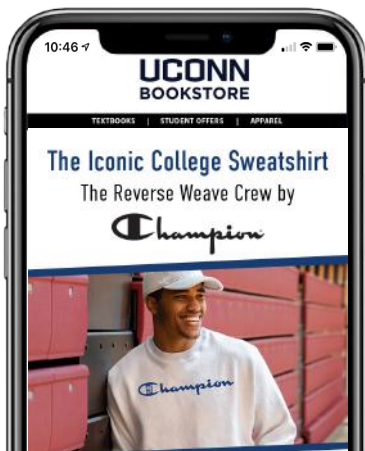
544MM+

Annual visits across our suite of college sites



6.5MM+

Email subscribers engaging with their favorite brands



1MM+

Mobile app users





COLLEGE MOMENTS THAT MATTER

FALL SEMESTER

EVENTS/FOCUS

<i>AUGUST & SEPTEMBER</i>	Back-to-School, College Football Kickoff
<i>OCTOBER</i>	Homecoming, Family Weekend, Autumn Anarchy
<i>NOVEMBER</i>	Midterms, Graduation Fair
<i>DECEMBER</i>	Holiday Shopping, Finals, NCAA Bowl Games

SPRING SEMESTER

EVENTS/FOCUS

<i>JANUARY</i>	Back-to-School
<i>FEBRUARY</i>	Career Fairs, Midterms
<i>MARCH</i>	Graduation Fair, March Madness
<i>APRIL</i>	De-Stress Fest, Finals
<i>MAY</i>	Graduation, Freshmen Early Access/Decision Day

SUMMER

EVENTS/FOCUS

<i>JUNE & JULY</i>	Summer Session, Freshmen Orientation
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GEN Z RESEARCH & INSIGHTS

As a trusted on campus retailer, Barnes & Noble College forges relationships with Gen Z college students from the moment of acceptance through graduation and beyond. This unprecedented access allows us to gain real time insights into the mindset of Gen Z through our daily interactions.

With unparalleled access to our college students throughout our proprietary panel, email network, and on-campus footprint, BNC conducts immersive research among this generation that will help shape your critical business decisions.



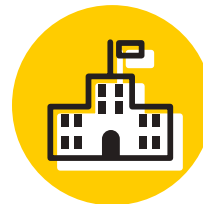
10K

Diverse, engaged, vocal college students in our online community



6MM

Students and their parents in our email database



770+

Campuses we can meet with students face-to-face

OUR APPROACH

From initial brief to final deliverable, we make the process as turnkey as possible:

- We take the time understand your specific business needs
- We find the right research approach
- We make sure your insights are actionable



CUSTOM SOLUTIONS

Our research capabilities cover a wide breadth of quantitative and qualitative methodologies including:



Quick Polls



In-Depth Surveys



Focus Groups



One-on-One Interviews



In-Store Intercepts

EMAIL MARKETING

5.5MM+
STUDENTS

400K+
PARENTS

575K+
ALUMNI

DEDICATED EMAILS

are **100% SOV**, university branded and delivered directly to students, parents and alumni. Dedicated emails will drive to your brand's website (or desired destination). A strong call to action is suggested to further engage with target consumers. Emails can be deployed nationally or targeted to specific markets and schools based on campaign goals.

30%
Avg.
Open Rate

3%
Avg.
Click Rate



BENEFITS

- Increase brand awareness
- Drive sales
- Acquire Gen Z college student emails
- Target by class year, gender, DMAs, and customer segment

OPPORTUNITIES

- Student emails
- Parent emails
- Alumni emails
- Birthday emails

WEB ADVERTISING

DISPLAY ADVERTISING

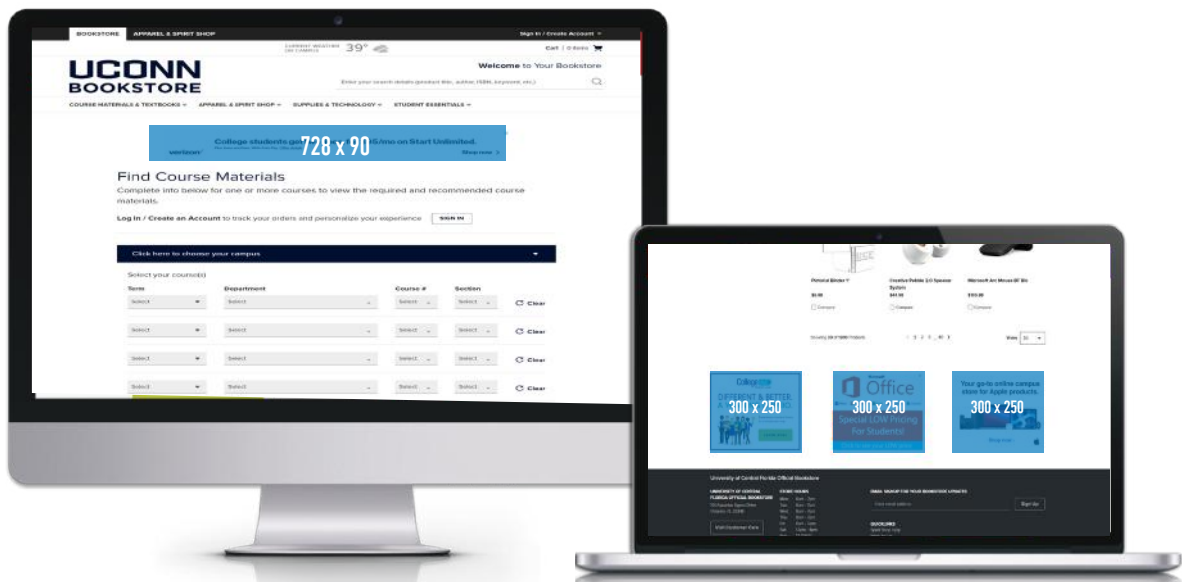
Place ads across the Barnes & Noble College suite of college sites, keeping your brand top of mind while students, parents, and alumni are in active buying mode with credit cards in hand. Ads can run nationally or targeted to specific markets and schools based on campaign goals.

BENEFITS

- 70%+ viewability
- Engage students, parents and alumni in active buying mode
- Promote current discounts & offers
- Drive sales and subscriptions

OPPORTUNITIES

- Run-of-Site Ads
- Fixed Ads
- Video Ads



Official on-campus stores operating custom, school branded e-commerce sites.



Direct-to-student success hub which offers digital products and learning tools that support student success.

Annual Page Views

344MM

200MM

Annual Unique Visitors

60MM

60MM

AUDIENCE RETARGETING

AUDIENCE EXTENSION CAMPAIGNS

Barnes & Noble College can give your brand the ability to target 11MM+ Gen Z college student shoppers with real-time data.

Our powerful data set enables brands to focus on the right consumers, at the right time and place, delivering the highest possible ROI.

Reach highly coveted college consumers from 650+ universities nationwide throughout their shopping journey across their daily, digital destinations.



BENEFITS

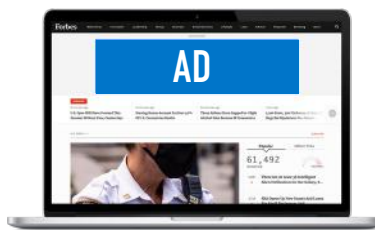
- **Powerful Data:** Access Gen Z college shoppers with 100% accuracy and transparency with data organized at the category, brand, and SKU level for products sold on BNC sites.
- **Campaign Execution:** Your ads will be served by pairing unique algorithms with BNC data to ensure your message is reaching the right audience at the right time wherever the consumer is browsing.
- **Sales Performance Reporting:** BNC is able to match users who see an ad from your campaign back to purchases made of your products on BNC's or your own website, allowing you to understand the direct impact of your advertising on their purchase.

HOW IT WORKS



1. IDENTIFY

Shoppers that visit BNC sites are tagged with an anonymous cookie



2. ACTIVATE

Shopper is served with your brand's ad while browsing the web



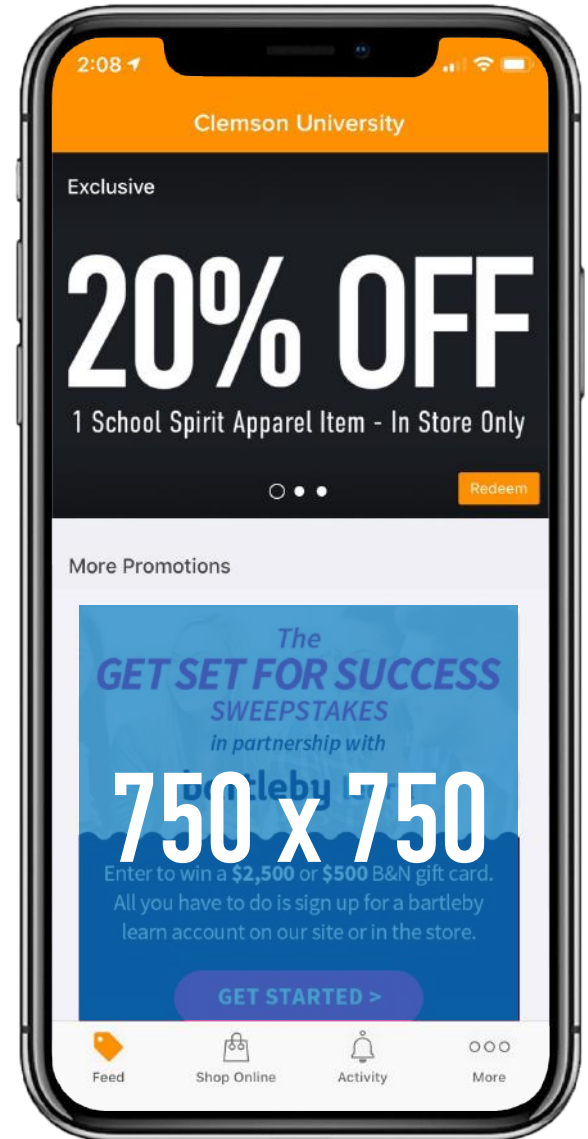
3. CONVERT

Shopper is directed back to your site to complete transaction

MOBILE APP

MY COLLEGE BOOKSTORE APP

The **My College Bookstore** app allows students to receive local and national offers, as well as local store updates and push notifications.



BENEFITS

- Available on Apple Store & Google Play
- Reach a mobile first generation - When it comes to payment, [47% of Gen Z says they use their smartphone over any other platform*](#)
- Be top of mind whether students are on campus or on the go
- Increase sales, downloads and/or subscriptions

OPPORTUNITIES

- Promote discounts & offers
- Promote sweepstakes
- Announce in-store sampling & events
- Drive users to your e-commerce site
- Increase brand awareness

My College Bookstore



WHY STUDENTS ENGAGE WITH THE BNC APP.



"I can track my order status and receive rental reminders."

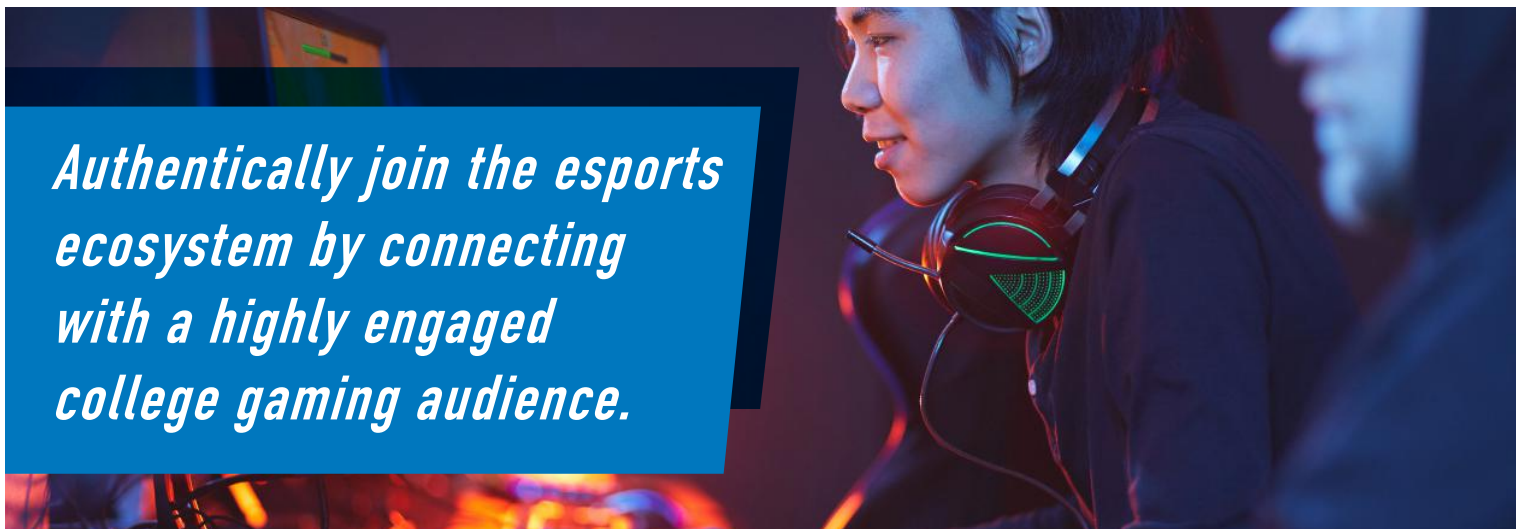
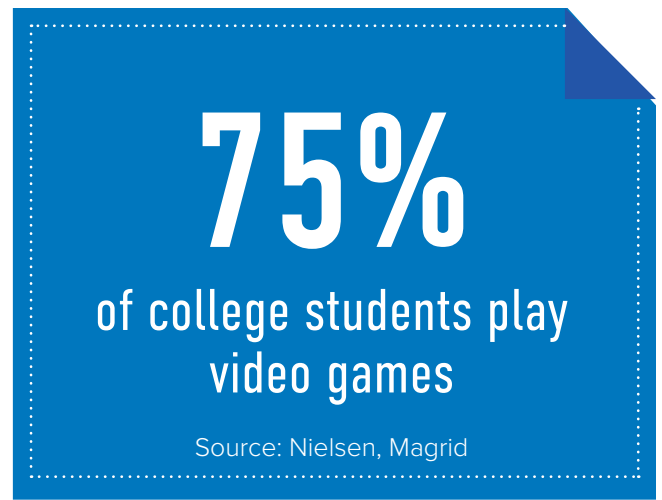
"It keeps me updated on the latest sales & events happening in the bookstore."

"The app makes it easy to find and order my books and supplies."

COLLEGE ESPORTS

The rise in popularity of esports has contributed positively to the development of collegiate level programs across colleges and universities nationwide; many offering Division I varsity teams, esports curriculum, gaming clubs, and scholarship offerings.

Barnes & Noble College is invested in developing brand partnerships within the gaming world. An esports sponsorship can offer brand expansion and engagement allowing your brand the opportunity to reach Gen Z college gamers, influencers, and fans nationwide.



Authentically join the esports ecosystem by connecting with a highly engaged college gaming audience.

BENEFITS

- Create excitement and imagination around your brand
- Keep your brand relevant and top of mind by placing it within the context of college gaming
- Drive customer acquisition and sales among millions of college esports gamers, influencers, and fans

OPPORTUNITIES

- Tournament Sponsorships
- Virtual Gaming Parties
- Livestream Branding

IN THE NEWS // JULY 8, 2020

BNC & AVGL PARTNER ON AN EXCLUSIVE COLLEGE ESPORTS TOURNAMENT

“With an audience of millions of college esports fans and the participation of elite influencers, Autumn Anarchy provides the unique opportunity for brands to drive awareness and excitement amongst a growing demographic.

*Brands will have an opportunity to sponsor this collegiate esports initiative with custom branded integrations throughout the tournament. **The branded sponsorships will reach millions of Gen Z college esports fans and players nationwide, allowing brands to secure a spot in the heart of the action of this exciting pop-culture phenomenon and tap into the intersection of college, gaming influencers and esports.**”*

CYNOPSIS MEDIA

yahoo!
finance

OUT-OF-HOME ADVERTISING



IN-STORE BRANDING & ENGAGEMENT

Create a lasting impression with high impact signage in our retail locations and cafés, located at the heart of campus with a steady flow of traffic year-round.

IN-STORE OPPORTUNITIES



- Premier Signage
- Point-of-Sale Signage
- Window Display Signage
- Collateral Distribution via hand-to-hand or web box orders
- In-Store Event Activations
- OOH TV Network

88MM
VISITORS ANNUALLY

CAFÉ OPPORTUNITIES



- Coffee Sleeves
- Table Tents
- Table Clings
- Point-of-Sale Signage
- High-Impact Signage
- Café Takeover

73
CAFÉS

OUT-OF-HOME ADVERTISING

TV NETWORK

Create a lasting impression with our high impact out-of-home TV network. TV ads are featured in our 200+ highest volume stores across the nation.

BENEFITS

- Increase brand awareness
- Drive sales
- Drive brand loyalty
- Educate the Gen Z audience



570K
WEEKLY IMPRESSIONS



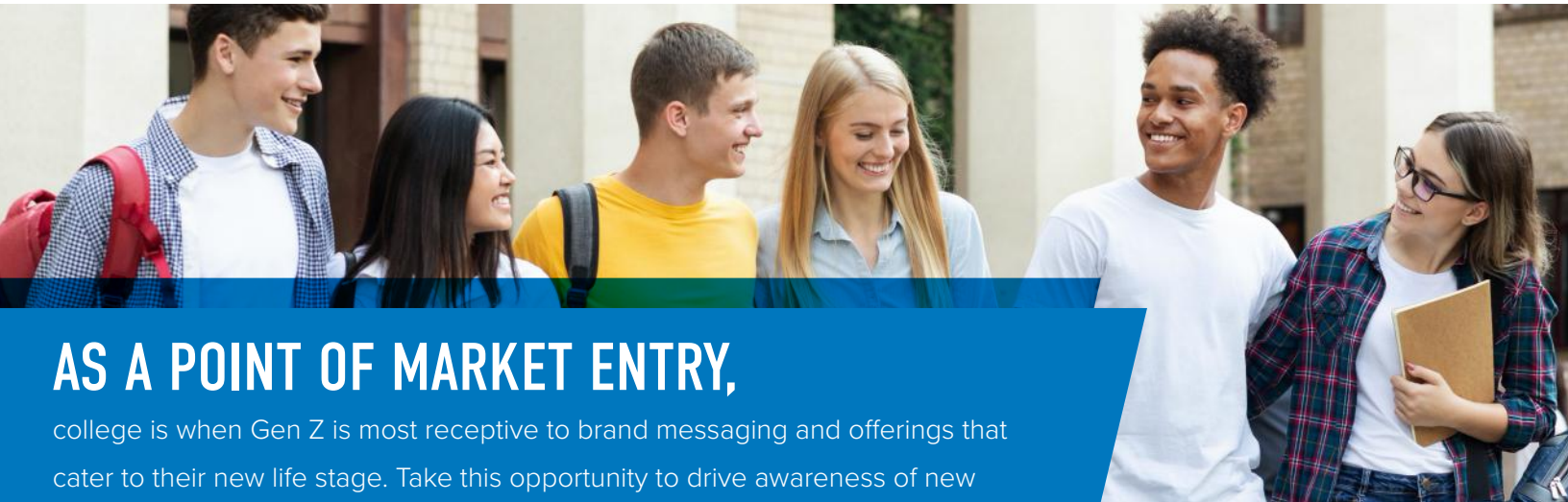
AVAILABLE AT

435 
SCREENS

245 
CAMPUS STORES



SAMPLING & COLLATERAL DISTRIBUTION



AS A POINT OF MARKET ENTRY,

college is when Gen Z is most receptive to brand messaging and offerings that cater to their new life stage. Take this opportunity to drive awareness of new products, exclusive student discounts, or limited time offers among college students during key consideration time frames throughout the school year.

TIMING

MILESTONE

OPPORTUNITY

NO CONTACT WEB ORDER AND REGISTER SAMPLING

JUN/JUL	Freshmen Orientation	<ul style="list-style-type: none"> Incoming freshmen as they arrive on campus for orientation
AUG/SEPT	Fall Back-to-School Football Kickoff	<ul style="list-style-type: none"> Students while they're in active Back-to-School shopping mode Students, Parents, Alumni and Fans on gamedays
OCT	Football & Homecoming	<ul style="list-style-type: none"> Students, Parents, Alumni and Fans during Homecoming and Family Weekend
NOV/DEC	Finals Holidays	<ul style="list-style-type: none"> Students returning their rental textbooks or selling used textbooks Students shopping at the campus store for holiday gifts
JAN/FEB	Spring Back-to-School	<ul style="list-style-type: none"> Students while they're in active Back-to-School shopping mode
MAR/APR	Gear Up for Graduation	<ul style="list-style-type: none"> Graduating students as they pick up their cap & gown in store
MAY	Graduation & Finals	<ul style="list-style-type: none"> Graduating students and their parents celebrating their achievement Students returning their rental textbooks or selling used textbooks

89%

ARE MORE LIKELY TO PURCHASE A PRODUCT
AFTER RECEIVING A SAMPLE

CREATIVE SPECIFICATIONS

DIGITAL

- Layered PSD files preferred for edits
- JPEGs, GIFs or PNGs accepted
- All files must be RGB, 72 DPI
- Include all fonts

	CREATIVE SIZE (pixels)	FILE FORMAT	MAX FILE SIZE
STATIC DISPLAY AD	728x90 300x250	JPEG, GIF	40KB
ANIMATED DISPLAY AD	728x90 300x250	HTML5, GIF, Tag	40KB
DEDICATED EMAIL	630 wide x any length	JPEG	100KB
BIRTHDAY EMAIL	630 wide x any length	JPEG	100KB
MOBILE APP	750x750	JPEG	N/A
SWEEPSTAKES	Form Header: 1000x750 Thank You Header: 1000x750 Content Box 1: 1000x500 Content Box 2: 1000x500	JPEG	N/A
TV	Resolution: 1920x1080 pixels XX (:30, :15, :60) seconds in length If using video with audio, file format is .MP4	MPEG, MOV, JPEG, PNG, GIF, or BMP	N/A

PRINT

- Packaged inDesign Files preferred
- .eps, .ai and layered .pdf files acceptable
- Include all fonts and imagery
- All images must be CMYK at 300dpi
- Bleed on all printed pieces except “collateral”

	TRIM	BLEED	SAFETY
COLLATERAL	8.5" x 11" max	Optional	N/A
PREMIER SIGN	24" x 61"	.125" x .125" on all sides	2" margin
WINDOW CLING	10" x 10"	.125" x .125" on all sides	.125" margin
WINDOW BANNER	39.5" x 27"	.5" x .5" on all sides	2" margin
REGISTER SIGN	7" x 11"	.125" x .125" on all sides	.125" margin
COFFEE SLEEVE	4.75" x 2.5"	.125" on top, left and bottom. Leave .25" from right side for glue flap	.125" margin
TABLE TENT	6" x 18"	.125" x .125" on all sides	.125" margin
TABLE CLING	20" x 20"	.125"	.125" margin

CONTACT US

Barnes & Noble College

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bncollege.com/brand-partnerships/

